

## SFJCCAB1.2

### Analyse, interpret and synthesise data and research findings to inform social marketing strategy



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#### Overview

This unit is about analysing, interpreting and synthesising data and research findings in order to inform social marketing strategies. This activity may be carried out at any point during a social marketing programme: at the beginning to inform the definition of goals and strategic approaches; during the programme to monitor progress and inform changes to the strategy; or at the end to evaluate the results and identify lessons learned.

This unit is for research managers and others, who analyse, interpret and synthesise data and research findings in order to inform social marketing strategies.

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#### Performance criteria

*You must be able to:*

- P1 establish and agree with those commissioning the analysis, interpretation and synthesis:
  - P1.1 the purpose of the analysis
  - P1.2 the scope of the analysis
  - P1.3 when the analysis and interpretations are to be presented
  - P1.4 the format(s) in which the analysis and interpretations are to be presented
  - P1.5 the resources available for the analysis, interpretation and synthesis
  - P1.6 procedures to follow in case of difficulties in carrying out the analysis, interpretation and synthesis
- P2 identify and obtain the data and research findings that are relevant to the purpose of the analysis
- P3 identify existing or innovative methods, tools and techniques for analysis, interpretation and synthesis and evaluate their suitability and reliability for your purposes
- P4 use suitable, reliable and cost-effective methods, tools and techniques to analyse the data and research findings in ways designed to develop understanding of, and insights into, the areas of interest
- P5 provide interpretations of the analysis which clearly and accurately describe:
  - P5.1 the understanding and insights emerging from the analysis
  - P5.2 the level of confidence that can be placed in the understanding and insights
  - P5.3 areas of interest where your analysis of data and research findings is unable to provide satisfactory understanding or insights
- P6 iterate between analysis and interpretations to develop deeper understanding and insight
- P7 engage the target group(s) and other key stakeholders in testing your analysis and interpretations, taking care to engage vulnerable and hard-to-reach groups
- P8 compare your own interpretations with those that others have made in similar areas of work for corroboration and/or contradiction
- P9 follow agreed procedures in case of difficulties in carrying out the synthesis, analysis or interpretation
- P10 record your analysis and interpretations in ways which facilitate their access and formatting for agreed purposes
- P11 ascertain the level of confidence and risks associated with assumptions underpinning your analysis and interpretations

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- P12 present your analysis and interpretations in the agreed format at the agreed time, respecting the confidentiality and sensitivity of this information
- P13 check with those commissioning the research that the analysis and interpretations fully meet their requirements

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#### Knowledge and understanding

*You need to know and understand:*

#### General Knowledge and Understanding

- K1 analytical principles, methods, tools and techniques
- K2 communication principles, methods, tools and techniques
- K3 creative-thinking principles, methods, tools and techniques
- K4 data-synthesis principles, methods, tools and techniques
- K5 decision-making principles, methods, tools and techniques
- K6 evaluation principles, methods, tools and techniques
- K7 examples of effective and ineffective social marketing practice relevant to the activity
- K8 information management principles, methods, tools and techniques
- K9 legal and organisational/partnership requirements for the management of information
- K10 marketing research principles, methods, tools and techniques
- K11 presentation principles, methods, tools and techniques
- K12 problem-solving principles, methods, tools and techniques
- K13 reporting principles, methods, tools and techniques
- K14 research and investigative principles, methods, tools and techniques
- K15 social marketing principles, methods, tools and techniques
- K16 validation and verification principles, methods, tools and techniques

#### Industry/Sector Specific Knowledge & Understanding

*You need to know and understand:*

- K17 current and emerging trends and developments in the sector internationally, nationally and locally
- K18 industry/sector, organisational/partnership and professional codes of practice
- K19 legal, regulatory and ethical requirements in the industry/sector

#### Context Specific Knowledge & Understanding

*You need to know and understand:*

- K20 codes of practice relevant to your role
- K21 objectives of your area of responsibility
- K22 organisational/partnership policies and procedures relevant to the activity
- K23 sources of advice, guidance and support
- K24 sources of data, information and knowledge
- K25 target groups, their diverse interests, needs, abilities and preferences
- K26 your own role and responsibilities

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#### Additional Information

##### Behaviours

1. Present information clearly, concisely, accurately and in ways that promote understanding
2. Use cost-effective and time-effective means to gather, store and retrieve information.
3. Gather and analyse information from a variety of sources.
4. Make best use of existing sources of information.
5. Keep confidential information secure.
6. Check the validity and reliability of information.
7. Push for concrete information in an ambiguous situation.
8. Analyse and structure information to develop knowledge that can be shared.
9. Use suitable, reliable and cost-effective methods to conduct quantitative and qualitative analysis of data.
10. Ensure effective engagement with target groups, policy makers and other key stakeholders.
11. Identify the range of elements in a situation and how they relate to each other.
12. Identify patterns or meaning from events and data that are not obviously related.
13. Build a total and valid picture from restricted or incomplete data.
14. Articulate the assumptions made, and risks involved, in understanding a situation.
15. Encourage others to contribute ideas and to reach a consensus.

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<b>Developed by</b>	Skills for Justice
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<b>Date approved</b>	June 2010
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<b>Validity</b>	Current
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<b>Status</b>	Tailored
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<b>Originating organisation</b>	MSSSB
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<b>Relevant occupations</b>	Public Services; Public Service Professionals; Government and Related Organisations
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<b>Suite</b>	NOS for Operational Delivery Contact Centre roles
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<b>Key words</b>	Operational Delivery, Contact Centre, analysis, interpretation and synthesis, data and research
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